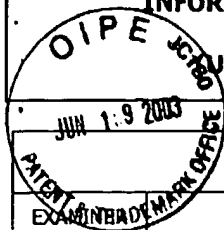


FORM PTO-1449	ATTY. DOCKET NO. EVU-02-PUSA	SERIAL NO. 10/001,761
LIST OF PATENTS AND OTHER ITEMS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT		APPLICANT: Amon et al
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FOREIGN PATENT DOCUMENTS					
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, etc.)		
BE	AA	Keane, Patrick. In the Face of Shrinking Nielson Ratings, Major Television Networks Need to Re-Evaluate Online Goals. www.jupiter.com. June 2, 1997
	BB	Lemos, Robert. Web Advertising's Future: Users in Limbo. ZDNN. June 27, 1997.
	CC	Lemos, Robert. Web Surfers Cruising By Boring Banner Ads. ZDNN. June 11, 1997.
	DD	Interstitial Advertising. April 10, 1997. www.nytimes.com/library/cyber/week/041997.html.
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	FF	Company Information concerning Narrative Communications. www.narrative.com. 1997.
	GG	Java Fuels New Ads. Internet World. December, 1997.
	HH	Beatty, Sally Goll. Knock, Knock! Who's There? More Noisy New Internet Ads. Wall Street Journal Interactive Edition. September 3, 1997.
	II	Made-Over AOL-looks more like T.V. Register News Service. Oct. 7, 1997.
	JJ	AOL 1996 Annual Report. AOL service. 1997.
	KK	Richtel, Matt. TV-Type Ads Emerge on the Web. The New York Times. CyberTimes. April 19, 1997.
	LL	Bezerk awards AT&T free interstitial ad in "You don't know jack the netshow" trivia tournament. www.berzerk.com. March 5, 1997.
	MM	Don't be left out in the cold. . . It's time to go bezerk! www.berzerk.com. December 3, 1996.
	NN	The Web Advertising Market. FlyCast Communications Corp. press releases on the web. www.flycast.com. 1997.

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O I P E JUN 19 2003 PATENT & TRADEMARK OFFICE BE	OO	FlyCast Selects Marimba's Castanet to Bring First Real-time, Java-Based Web Advertising Campaign Management Solutions to Ad Agency Desktops. Flycast Press Release on the Web. www.flycast.com. August 4, 1997.
	PP	Pushing Push: Advancing the Features of Channel Communications. Intermind Corporation, www.intermind.com. September 8, 1997.
	QQ	About Intermind's Channel Communications Patents. Intermind Corporation, www.intermind.com. December 19, 1997.
	RR	The New York Times on the Web, Thursday, September 7, 2000 issue, www.nytimes.com, front page, sign in page, Late News page, September 2000.
	SS	The New York Times on the Web, "Privacy Information", www.nytimes.com/subscribe/help/privacy.html, 2000.
	TT	The New York Times on the Web, "Frequently Asked Questions About Cookies" www.nytimes.com/subscribe/help/cookies.html, 2000.
	UU	Hodges, Jane, "N.Y. Times sets an aggressive Web plan", Advertising Age, Midwest region edition, volume 67, issue 4, January 22, 1996, p. 26, January 1996.
	VV	Foster, Can mixing 'cookies' with online marketing be a recipe for heartburn?, July 22, 1996, InfoWorld, Framingham, Volume 18, Issue 30, pp. 54ff.
↓	WW	Taylor, Going beyond the banner, July 8, 1996, Brandweek, New York, Volume 37, Issue 28, pp.122ff.

EXAMINER: <i>Bradley Edelman</i>	DATE CONSIDERED: <i>6/4/04</i>
EXAMINER: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include a copy of this form with next communication to applicant	

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